



**DELIVERING**

**LASIK EYE SURGERY PROSPECTS**

**IN THE**

**SOUTHERN NEW HAMPSHIRE MARKET**



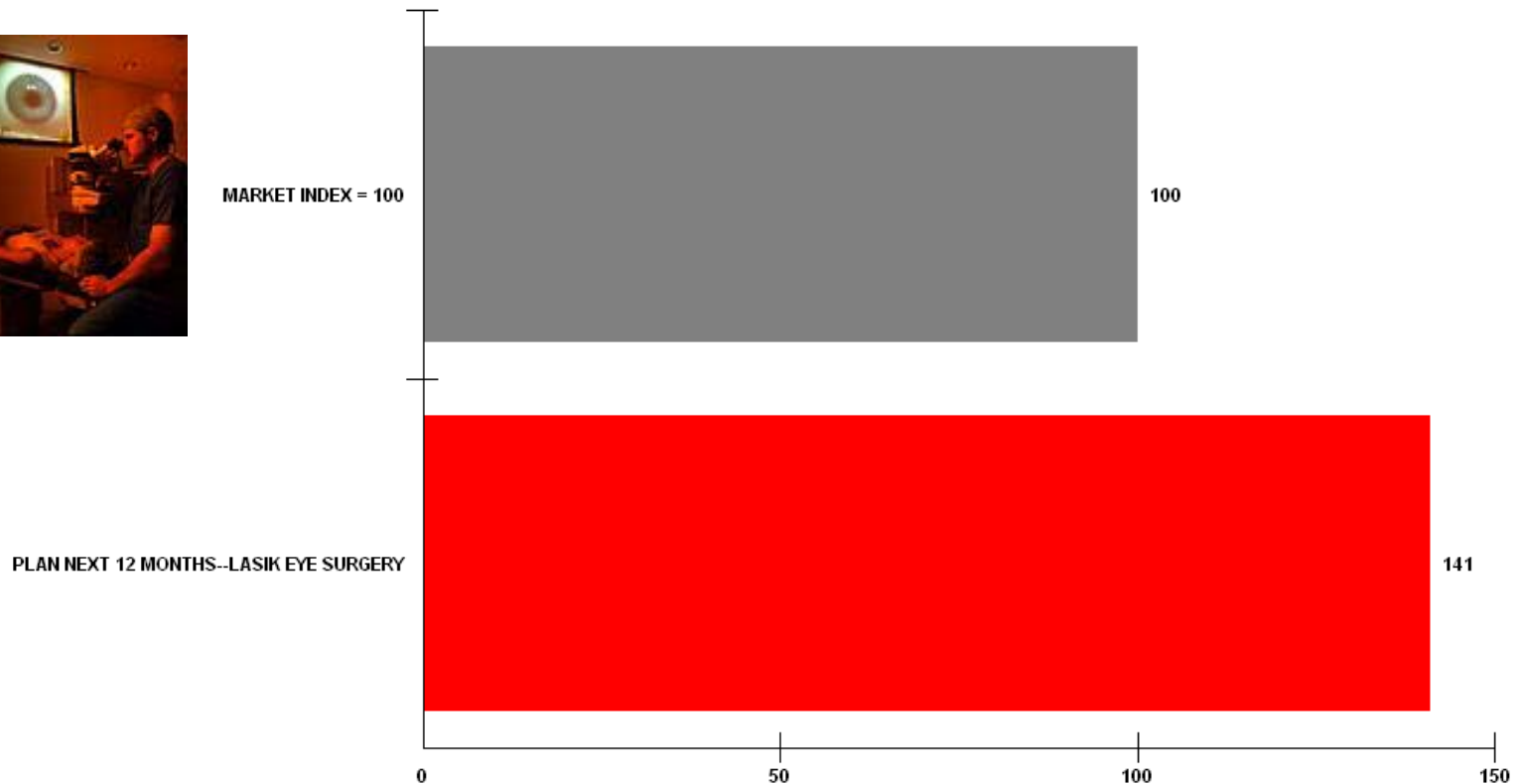


# LASIK EYE SURGERY PROSPECTS in Southern New Hampshire are 41% more likely to be HEAVILY EXPOSED TO TELEVISION

Report: MARKET INDEX REPORT, MULTIPLE TARGET SINGLE MEDIA  
Market: SOUTHERN NEW HAMPSHIRE for DEC '04-JAN 2005  
Base: ADULTS  
Media: HEAVY TELEVISION

Cume Index

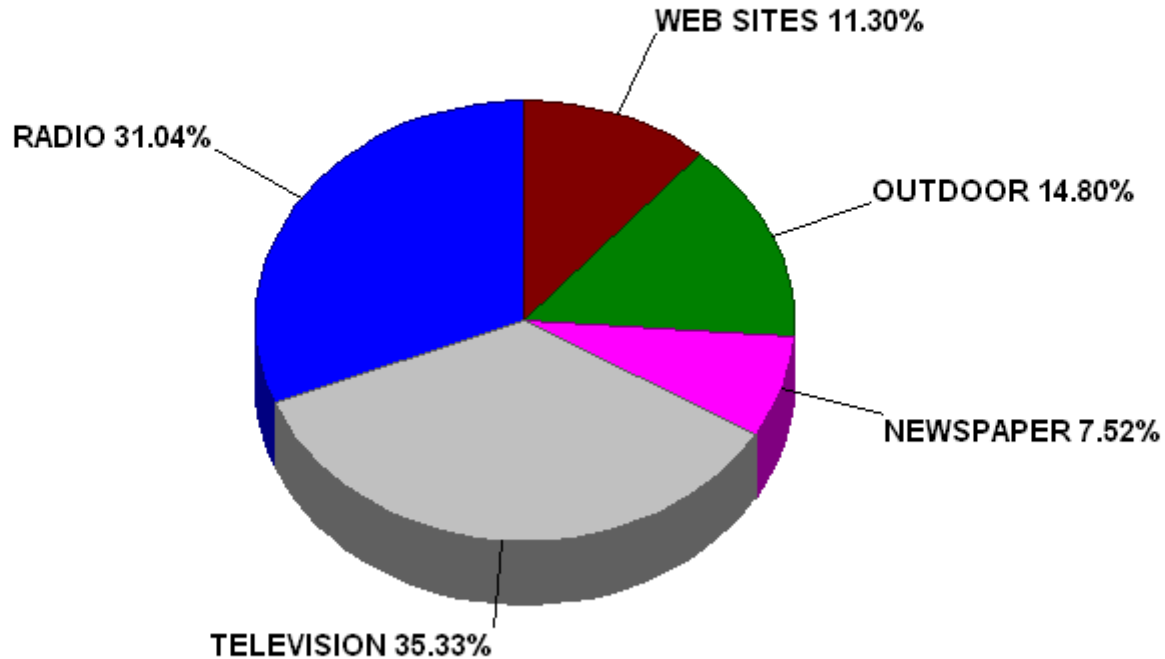
## Heavy TV Viewers





**LASIK EYE SURGERY PROSPECTS** spend more time with **TELEVISION**  
Than Any Other Medium.

## Lasik Eye Surgery Prospects Spend the Largest Percent of their Media Day with TV



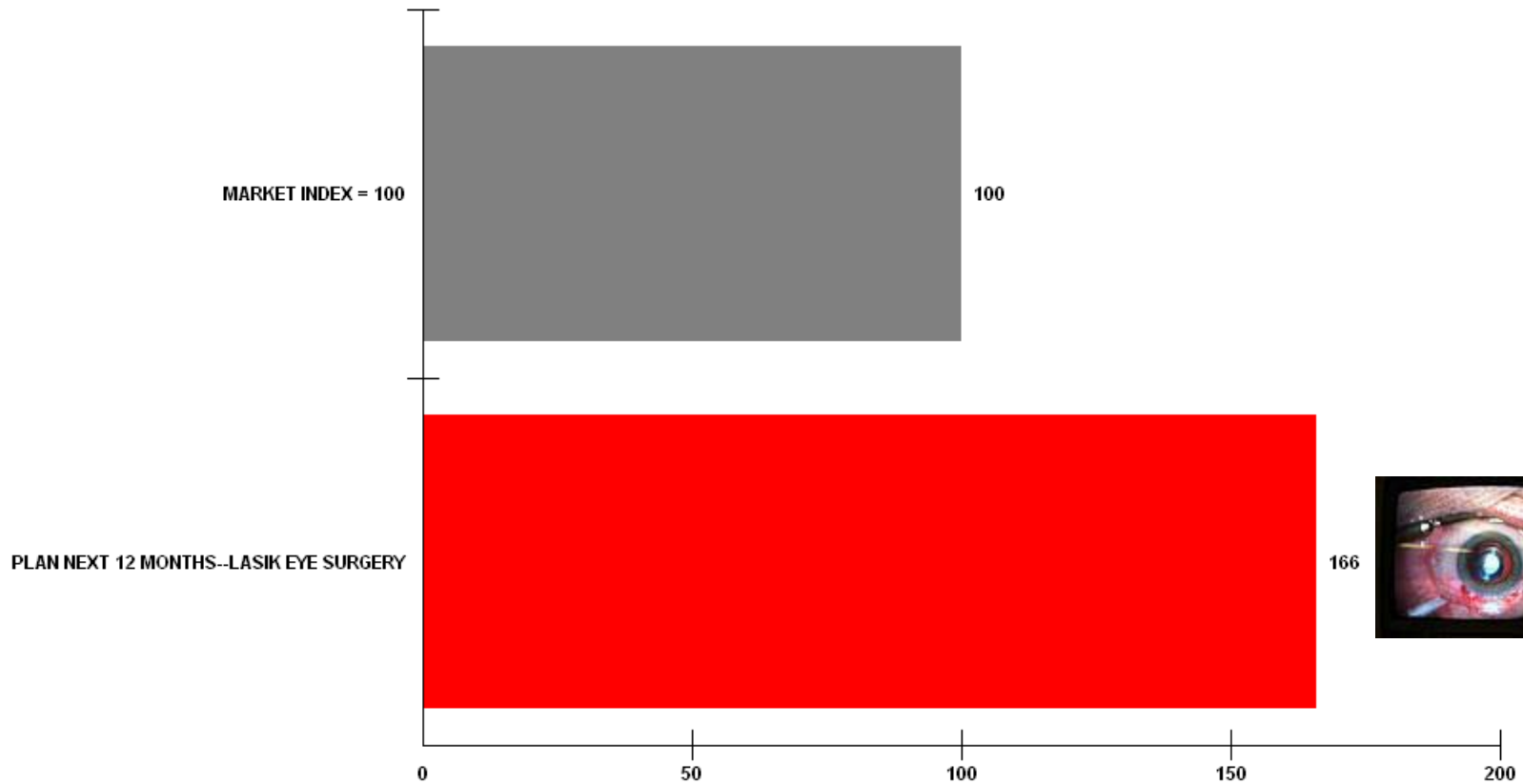


# WNDS is HIGHLY TARGETED in reaching LASIK EYE SURGERY PROSPECTS

Report: MARKET INDEX REPORT, MULTIPLE TARGET SINGLE MEDIA  
Market: SOUTHERN NEW HAMPSHIRE for DEC '04-JAN 2005  
Base: ADULTS  
Media: C50 WNDS IND TOTAL

Cume Index

## WNDS VIEWERS





# WNDS is the MOST TARGETED and EFFICIENT TV Station In delivering LASIK EYE SURGERY PROSPECTS.

Report: RANKER REPORT  
Market: SOUTHERN NEW HAMPSHIRE for DEC '04-JAN 2005  
Base: ADULTS  
Target: PLAN NEXT 12 MONTHS--LASIK EYE SURGERY

Base Population: 825,500

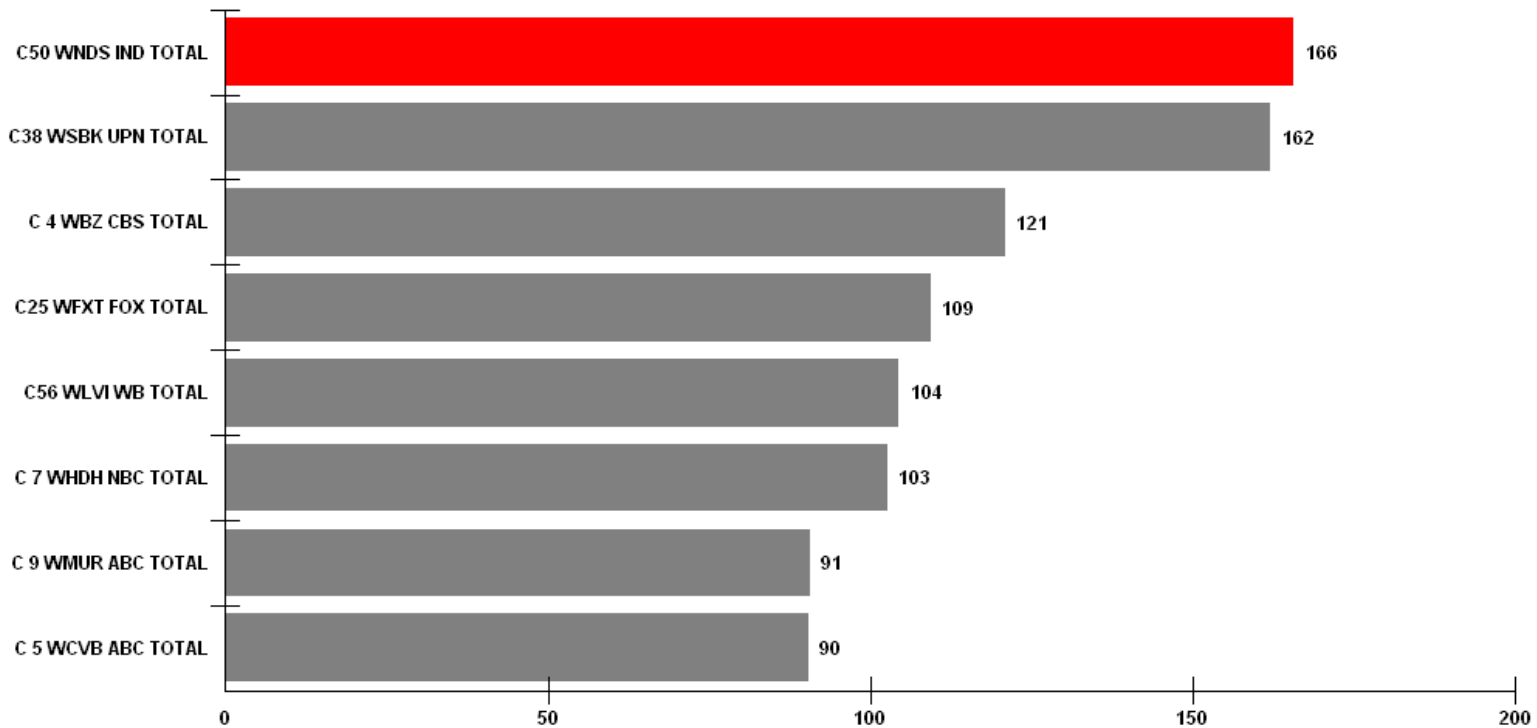
% In Target: 2.4%



Cume Index

Target Persons: 19,400

## Plan Next 12 Months - Lasik Eye Surgery





# WNDS Reaches SUBSTANTIALLY MORE Lasik Eye Surgery Prospects Than ANY RADIO STATION

Report: RANKER REPORT  
Market: SOUTHERN NEW HAMPSHIRE for DEC '04-JAN 2005  
Base: ADULTS  
Target: PLAN NEXT 12 MONTHS--LASIK EYE SURGERY

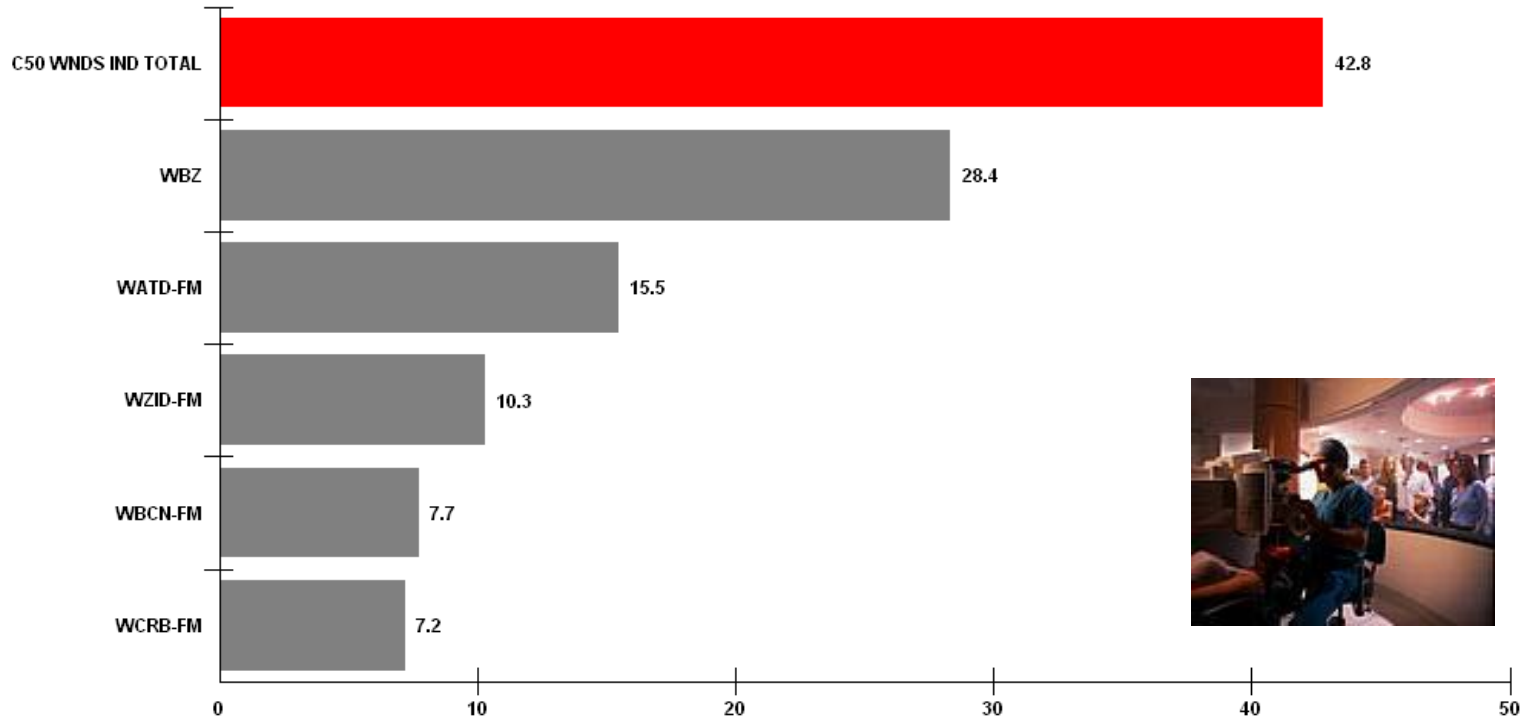
Cume Ratings

Base Population: 825,500

% In Target: 2.4%

Target Persons: 19,400

## Plan Next 12 Months--Lasik Eye Surgery





# WNDS Reaches SUBSTANTIALLY MORE Lasik Eye Surgery Prospects Than ANY Section of the DAILY NEWSPAPERS

Report: RANKER REPORT  
 Market: SOUTHERN NEW HAMPSHIRE for DEC '04-JAN 2005  
 Base: ADULTS  
 Target: PLAN NEXT 12 MONTHS--LASIK EYE SURGERY

Base Population: 825,500 % In Target: 2.4%

Rank	Media	Cume Persons	Cume Rating	0	14	29	44
1	<b>C50 WNDS IND TOTAL</b>	<b>8,300</b>	<b>42.8</b>				
2	GLOBE**SN*BUSINESS S	5,500	28.4				
3	GLOBE**SN*SPORTS SEC	5,500	28.4				
4	GLOBE**SN*SECTION 1	5,500	28.4				
5	GLOBE**SN*AD INSERT	4,100	21.1				
6	U. LDR*WD*SECTION 1	3,900	20.1				
7	NHS MW*SN*SECTION 1	3,900	20.1				
8	U. LDR/NHS NEWS*W/S	3,900	20.1				
9	U. LDR*WD*FOOD SEC.	2,000	10.3				
10	NHS MW*SN*FOOD SEC.	2,000	10.3				
11	NHS MW*SN*LIFE/FASHN	2,000	10.3				
12	NHS MW*SN*AD INSERT	2,000	10.3				
13	U. LDR*WD*LIFE/FASHN	2,000	10.3				
14	NHS MW*SN*TV BOOK	1,900	9.8				
15	U. LDR*WD*BUSINESS S	1,900	9.8				
16	NHS MW*SN*BUSINESS S	1,900	9.8				
17	HERALD*WD*SECTION 1	1,500	7.7				
18	HERALD*WD*SPORTS SEC	1,500	7.7				
19	GLOBE**SN*TV BOOK	1,400	7.2				
20	GLOBE**WD*LIFE/FASHN	1,400	7.2				
21	GLOBE**WD*MOVIE/ENT.	1,400	7.2				
22	GLOBE**WD*SECTION 1	1,400	7.2				
23	GLOBE**WD*BUSINESS S	1,400	7.2				
24	GLOBE**WD*SPORTS SEC	1,400	7.2				
25	GLOBE**SN*LIFE/FASHN	1,400	7.2				
26	GLOBE**SN*MOVIE/ENT.	1,400	7.2				
27	GLOBE**SN*CLASSIF AD	*	*				
28	HERALD*WD*CLASSIF AD	*	*				
29	HERALD*WD*AUTO CLAS.	*	*				
30	HERALD*WD*EMPLOY CLS	*	*				
31	HERALD*WD*FOOD SEC.	*	*				
32	HERALD*WD*LIFE/FASHN	*	*				
33	HERALD*WD*MOVIE/ENT.	*	*				
34	HERALD*WD*NH NEWS S.	*	*				
35	HERALD*SN*SECTION 1	*	*				
36	HERALD*SN*BUSINESS S	*	*				